

**DESIGN REVIEW COMMISSION  
ECONOMIC AND COMMUNITY  
DEVELOPMENT CONFERENCE ROOM  
Thursday, February 13, 2014  
6:00 p.m.**

The continued meeting from January 28, 2014 of the Design Review Commission was scheduled and held in the Conference Room at Economic and Community Development on February 13, 2014. Chairman Saunders called the meeting to order at 6:05 p.m. requesting the roll call. Ms. Regina Gibson called the roll of the Board and established a quorum:

**COMMISSIONERS PRESENT:**

Mr. Keith Saunders, Chairman; Mr. Neil Sherman, Secretary; Alderman Greg Marcom; Mr. Ralph Smith; Mr. John Walker; Christopher Schmidt; and Mr. Henry Porter

**DEVELOPMENT STAFF PRESENT:**

Mr. Cameron Ross, Economic and Community Development Services Director; Mr. Wade Morgan, Chief Planner; Ms. Regina Gibson, Administrative Secretary; and Mr. Robert McLean, Attorney

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**1. Amendments to the Regulations on Permanent Signs.**

**DISCUSSION:** Staff proposes several amendments to the regulations on permanent signs in commercial areas. The amendments address sign regulations in the conventional zoning districts (C-1, C-2, SC-1, O, O-T, and O-51). The amendments will make Germantown's rules similar to those in Collierville. Some of the more important areas to focus on are:

1. New Definitions; including a definition of "Sign Band", which is the defined area for a wall sign;
2. Permission for a wall sign that faces a major street or customer parking lot not apparent from residential areas;
3. Change the maximum allowed area for wall signs from 0.5 sq. ft. of sign area for every one foot of building wall length to 1.5 sq. ft. of sign area for every one foot of building wall length. The maximum total sign area is proposed to remain at 50 square feet for most tenant spaces. Tenant spaces over 10,000 sq. ft. in area will be allowed a sign that could be as large as 100 sq. ft., based on the length of building wall on which the sign is erected. Signage shall not occupy more than 75% of the central portion of the horizontal lease space;
4. The area on the face of the sign that may be covered by a logo shall not exceed the allowable sign area for the premises of the occupant, provide.

Germantown has limited amount of easily developable land, and the transition zones between Germantown and neighboring cities. Businesses will located to the commercial areas with the most advantageous sign regulations while maintaining their market area. Staff benchmarked with other cities in Shelby County and found that the proposed square foot figure for wall signs is what Collierville uses.

The proposed amendments are **highlighted** and underlined in the following pages. Several graphic examples of the proposed signs are provided.

**PROPOSED MOTION:** To recommend approval of the attached sign regulation amendments.



**SADDLE CREEK**

Drawn: 14-0040
Sheet: 2 of 2
Location: SADDLE CREEK
Address: 7500 POPULAR AVE, GERMANTOWN, TN 38138
Arch: STAN MACRILIM
Contractor: JAMES SANDRILLI
Project: P-AQUARA
Date: 11/6/14
Approval / Date:
Client:
Design:
Estimate:
Cost:
Location:
Supplies:
Revisions / Date:

**Chandler Signs**  
Manufacturing & Signage

2014-2015	2015-2016
2016-2017	2017-2018
2018-2019	2019-2020
2020-2021	2021-2022
2022-2023	2023-2024
2024-2025	2025-2026
2026-2027	2027-2028
2028-2029	2029-2030
2030-2031	2031-2032
2032-2033	2033-2034
2034-2035	2035-2036
2036-2037	2037-2038
2038-2039	2039-2040
2040-2041	2041-2042
2042-2043	2043-2044
2044-2045	2045-2046
2046-2047	2047-2048
2048-2049	2049-2050

**FINAL ELECTRICAL CONNECTION BY CUSTOMER**

UL



This layout would meet a city code of 1.5 x frontage, but exceeds height allowed by landlord of 48"



40 sq ft



47 sq ft



60 sq ft



Please Read: Yellow Color refers to all amendments including those at the January Sign Subcommittee meeting.

#### DIVISION 4. DESIGN REVIEW COMMISSION

[Sec. 2-166. Purpose.](#)

[Sec. 2-167. Creation.](#)

[Sec. 2-168. Membership.](#)

[Sec. 2-169. Terms.](#)

[Sec. 2-170. Meetings.](#)

[Sec. 2-171. Development subject to commission review and approval.](#)

[Sec. 2-172. Plan submissions.](#)

[Sec. 2-173. Standards.](#)

[Sec. 2-174. Appeals.](#)

[Sec. 2-175. Project development contract.](#)

[Sec. 2-176. Authority of the development director.](#)

[Secs. 2-177—2-180. Reserved.](#)

Sec. 2-166. Purpose.

(a)

A design review commission is established to develop specific review procedures for the construction and development of all structures and signage having an influence upon the appearance and environment, except for (1) single-family-detached, two-family residential dwellings, and (2) properties within the Smart Growth zoning districts (T3, T4 and T5) that adhere to the SmartCode, section 23-700 of the Zoning Code.

(b)

It is the purpose of the commission to ensure that the proposed structures conform to the proper design standards and the general character of the area in which they are located in order to accomplish the following:

(1)

Maintenance of the city as a predominantly single-family residential community by protecting the character and integrity of existing and future residential areas through the provision of high quality design standards in new development and the protection of residential areas from encroachment by noncompatible land uses;

(2)

Maintenance of a balance among land uses through the implementation of appropriate community appearance standards to ensure that the new development does not impair existing property values;

(3)

Protection of the special architectural and educational characteristics of the Old Germantown section of the city, which contains many of the city's oldest and most distinctive structures; and

(4)

Maintain the character of the city by administering the sign ordinance of the city, [chapter 14](#) of this code,

## **ARTICLE I. IN GENERAL**

### Sec. 14-1. Definitions.

### Sec. 14-2. Exempt signs.

### Sec. 14-3. Nonconforming signs.

### Sec. 14-4. Prohibited signs.

### Sec. 14-5. Illumination.

### Sec. 14-6. Structural requirements.

### Sec. 14-7. Inspection, removal and safety.

### Sec. 14-8. Permits and fees.

### Sec. 14-9. Administration.

### Secs. 14-10—14-30. Reserved.

#### Sec. 14-1. Definitions.

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

*Abandoned sign* means a sign which no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, project or activity conducted or product available on the premises where such sign is displayed.

*Animated sign* means any sign which includes action or motion. This term does not refer to flashing or changing, all of which are separately defined.

*Background area* means the entire area of a sign on which copy could be placed, but does not include a permanent building surface.

*Banner* means any sign printed or displayed upon cloth or any other flexible material, with or without frames.

*Building face or wall* means all window and wall area of a building in one plane or elevation.

*Changeable copy sign (manual)* means a sign on which copy is changed manually in the field, i.e., reader boards with changeable letters or changeable pictorial panels.

*Changing sign (automatic)* means a sign, such as an electronically or electrically controlled public service time, temperature and date sign, message center or reader board, where different copy changes are shown on the same lamp bank.

*Charitable/nonprofit event* is an event which takes place entirely or partially within the City of Germantown and in which the organization holding the event is classified as a nonprofit or charitable organization.

*Collector street* means as shown on the official city major street plan.

*Copy* means the wording or graphics on a sign surface.

*District* means as defined under the zoning ordinance and zoning district map.

*Erected* means attached, altered, built, constructed, reconstructed, enlarged or moved.

*Face of sign* means the entire area of a sign on which copy could be placed; the area of a sign which is visible from one direction as projected on a plane.

*Flashing sign* means any sign which contains an intermittent or flashing light source, or which includes the illusion of intermittent or flashing light by means of animation, or an externally mounted light source. Automatic changing signs such as public service time, temperature and date signs or electronically controlled message centers are classed as flashing signs.

*Ground level* means immediate surrounding grade.

*Height of sign* means the vertical distance measured from the surrounding grade to the highest point of the sign.

*Illegal sign* means a sign which contravenes this chapter, or a nonconforming sign for which a permit required under a previous ordinance was not obtained.

*Interior property line* means a property line other than that forming a dedicated public right-of-way.

*Lot of record* means a lot which is part of a subdivision, the map of which has been recorded in the office of the county recorder.

*Major street* means as shown on the official city major street plan.

*New project real estate sign* means a sign not exceeding 25 square feet per face, announcing space available for sale, rent or lease within a new project or a project having undergone renovation efforts equal to 25 percent of its value.

*Owner* means a person recorded as such on official records and including duly authorized agent or notary, a purchaser, a devisee, judiciary; any person having a vested or contingent interest in the property in question.

*Permanent project sign* means a sign identifying a unified development sharing common parking, vehicular access, building design and/or other design characteristics, such that it can be recognized as a single entity.

*Premises* means an area of land with its appurtenances and buildings which, because of its unity of use, may be regarded as the smallest conveyable unit of real estate.

*Projecting sign* means a sign that is wholly or partly dependent upon a building for support and extends more than 12 inches from such building.

*Real estate information tube/box* means a box or tube attached to one end of the temporary real estate sign for the purpose of holding a brochure whose information relates to the subject property. The dimensions of the box shall be a maximum ten inches by 14 inches by three inches, and the tube shall be a maximum 12 inches by three inches diameter. The box and the tube shall be black or white in color, or translucent. Advertising on the exterior of the box or tube shall be prohibited.

*Real estate window sign* means a sign located inside a window of a premises offered for sale, rent, or lease for the purpose of announcing such.

*Right-of-way (r.o.w.)* means the proposed right-of-way as indicated on the official city major street plan and/or as set forth in the city subdivision ordinance.

*Roofline* means the lowest edge of the main roof.

*Season or special occasion temporary sign* means a sign which is not permanent and is limited to a specific activity or in the celebration of holidays or other special events.

*Setback* means the minimum horizontal distance between either the face of the curb, the edge of the pavement, or the right-of-way line and the sign structure as specified in a particular section of this chapter.

*Show window sign* means any temporary sign advertising sales or specials attached to or within three feet of the glass surface of any window (glazing).

*Sign* means any identification, description, illustration or device, illuminated or nonilluminated, which is exposed to the view of potential clients or customers and/or the general public; is located on public or private property, inside or outside of buildings; and which directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise; or any emblem, painting, banner, pennant or placard designed to advertise, identify or convey information, except the following:

- (1) Merchandise temporarily displayed in show windows that is available for sale on the premises and that does not include flashing, neon, or colored lights;
- (2) National flags; and
- (3) Decorative devices or emblems as may be displayed on a residential mailbox. For the purpose of removal, signs shall also include all sign structures.

***Sign Band* means that portion of a shopping center's storefront that is identified by the center's sign policy as the area designated for tenant identification wall signs and is generally the horizontal wall area immediately over the storefront.**

*Sign blade* means that portion of a projecting sign containing the sign content, as illustrated on Figure 1. *Sign structure* means any structure which supports, has supported or is capable of supporting a sign, including decorative cover.

*Street* means a thoroughfare, whether public or private, designed for the purpose of vehicular traffic, which affords the principal means of accessing abutting property.

*Street banner* means a temporary sign composed of lightweight material, either enclosed or not enclosed in a rigid frame.

Subdivision street sign means a sign identifying an approved subdivision, which is attached to an approved decorative signpost.

Technology corridor means the non-residentially zoned land annexed by the City of Germantown that was approved on third and final reading June 26, 2000, and effective 30 days later.

Temporary sign means a sign which is not permanent and is allowed for a specific time period.

Traffic directional sign means any sign which aids the flow of traffic.

Use means the purpose for which a building, lot, sign or other structure is arranged, intended, designed, occupied or maintained.

Wall sign means a sign attached to or erected against the wall of a building with the face parallel to the plane of the building wall or attached to the structure as approved by the design review commission.

(Code 1986, § 17-1; Ord. No. 1999-5, 6-28-99; Ord. No. 2002-9, 8-26-02; Ord. No. 2002-14, 12-19-02; Ord. No. 2003-06, 4-28-03; Ord. No. 2011-08, 10-10-11)

Cross reference— Definitions generally, § 1-2.

#### Sec. 14-2. Exempt signs.

The following types of signs are exempted from all the provisions of this chapter:

(1)

Public signs: signs erected by, or on the order of, a public officer in the performance of his public duty, such as safety signs, danger signs and traffic signs.

(2)

Historical markers: historical markers as recognized by local, state or federal authorities.

(3)

Nonflashing interior signs ten feet or more from a show window.

(4)

Any signage required by federal law pertaining to wireless transmission facilities.

(Code 1986, § 17-2; Ord. No. 2002-9, 8-26-02; Ord. No. 2003-06, 4-28-03)

#### Sec. 14-3. Nonconforming signs.

(a)

Any sign which is found to exist in violation of this section shall be removed after 30 days' notice. If the owner or lessee fails to remove the subject sign in the allowed time, an independent contractor shall be secured and the charge assessed to the owner. See [section 14-7\(d\)](#) for sign removal.

(b)

Any sign which lawfully exists within an existing office park at the time of enactment of this chapter shall be allowed to remain until such time as the sign is substantially altered or changed or until such time as another sign is proposed in lieu of the existing sign. Such sign shall be in conformance with all other provisions of this chapter.

(c)

Any sign which lawfully exists within the OG district at the time of enactment of this chapter shall be allowed to remain until such time as the sign is substantially changed or altered or until such time as another sign is proposed in lieu of the existing sign. Such signs shall be in conformance with all provisions of this chapter.

(Code 1986, § 17-3)

#### Sec. 14-4. Prohibited signs.

The following types of signs are prohibited under this chapter:

(1)

Signs which show pictures of human figures, or animals or food, except for design review commission approved logos.; and signs which contain characters, cartoons or statements of an obscene, indecent or immoral character which would offend public morals or decency;

(2)

Signs which contain or are an imitation of an official traffic sign or signal or contain the words "stop," "go slow," "caution," "danger," "warning" or similar words;

(3)

Signs which are of a size, location, movement, content, coloring, or manner or illumination which may be confused with or construed as a traffic control device or which hide from view any traffic or street sign or signal;

(4)

Changeable copy signs with interchangeable letters, except that changeable copy signs are allowed for secondary schools, and churches as provided under [section 14-33](#)

(5)

Signs which advertise an activity, business, product or service not conducted on the premises upon which the sign is located;

(6)

Signs which have any moving parts, except those signs allowed under sections [14-32\(b\)\(2\)](#) and [14-34](#)

(7)

Changing signs (automatic or flashing), including all changing exterior signs and any changing interior signs that are visible from outside the building within which the signs are located, t service stations;

(8)

Signs which contain or consist of street banners, pennants, ribbons, balloons, streamers, strings of light bulbs, spinners or other similar materials and devices, illuminated or non-illuminated, that are used to attract the attention of clients, potential customers and/or the general public are prohibited, except when allowed by special permit by the board of mayor and aldermen;

(9)

Interior lighted translucent signs, except that interior lighted translucent letters are allowed in specific uses under [section 14-5](#)

(10)

Signs which contain reflective materials;

(11)

Signs which contain reflective type bulbs, pulsating light or strobe light;

(12)

Signs which are made structurally sound by guy wires or unsightly bracing;

(13)

Signs attached to, suspended from or painted on any vehicle which is regularly parked on any street or private property when one of the purposes of so locating such vehicle is to display, demonstrate, and advertise or attract the attention of the public:

- a. It is not a violation of this section merely to have a common logo of business sign attached to, suspended from, or painted on a company vehicle regularly engaged in the business of the owner; and
- b. Then it is determined by appropriate authorities that a vehicle is being regularly parked in a manner that violates this chapter, the city will issue a single notice of warning to the owner of the vehicle, who will be provided an opportunity for an informal hearing by representatives of the city consisting of the city administrator, director of development and the chairperson of the design review commission or their designated representatives prior to the institution of formal application to the design review commission and/or judicial proceedings.

(14)

Signs which are not expressly permitted by this chapter;

(15)

Special event signs are expressly prohibited in the OG district; and

(Code 1986, § 17-4; Ord. No. 2002-14, 12-19-02; Ord. No. 2011-08, 10-10-11)



#### Sec. 14-5. Illumination.

Illumination signs shall adhere to the following provisions and restrictions in addition to those stated in the sign requirements by zone

(1)

The light from any illuminated sign shall be so shaded, shielded or directed that the light intensity will not be objectionable to surrounding areas.

(2)

No sign shall have blinking, flashing, or fluttering lights or other illuminating device which has a changing light intensity, brightness or color. Beacon lights are not permitted.

(3)

No colored lights shall be used at any location in any manner so as to be confused with or construed as traffic control devices.

(4)

Neither the direct nor reflected light from primary light sources shall create a traffic hazard to operators of motor vehicles on public thoroughfares.

(5)

Exposed bulbs shall not be used on the exterior surface of any sign, except when approved by the design review commission.

(6)

Exposed neon shall not be allowed,

(7)

Interior lighted translucent letters are allowed for the uses listed as follows, provided that any wall sign containing translucent letters is architecturally recessed into the building facade as approved by the design review commission. Translucent background shall not be used.

- a. Permanent project signs in SC-1 zoned areas;
- b. Wall signs for the purpose of building identification only;
- c. Permanent project signs in PUD and R-T zoned areas.

(Code 1986, § 17-5)

#### Sec. 14-6. Structural requirements.

All signs shall comply with the pertinent requirements of the building code.

(Code 1986, § 17-6)

#### Sec. 14-7. Inspection, removal and safety.

(a)

*Inspection.* All signs shall be inspected periodically by the code enforcement officer for compliance with this chapter.

(b)

*Permit number display.* All temporary signs requiring a permit shall display, in the lower right-hand corner, the sign permit number and expiration date in three-fourths-inch painted numerals.

(c)

*Maintenance.* All signs and components thereof shall be kept in good repair and in safe, neat, clean and attractive condition.

(d)

*Removal of sign.* The code enforcement officer shall give written notice for the removal of any permanent sign erected or maintained in violation of this chapter. Upon failure to comply with this notice, the code enforcement officer shall remove the sign. Temporary signs erected or maintained in violation of this chapter may be removed by the code enforcement officer without notice. The code enforcement officer shall remove any sign immediately and without notice if the sign presents an immediate threat to the safety of the public. Any sign removal shall be at the expense of the property owner. See article III of this chapter for additional removal requirements for temporary signs.

(e)

*Abandoned signs.* A sign shall be removed by the owner when the business which it advertises is no longer conducted on the premises. If the owner fails to remove the sign, the code enforcement officer shall give the owner 30 days' written notice to remove it. Upon failure to comply with this notice, the code enforcement officer shall have the sign removed at the expense of the property owner.

(Code 1986, § 17-7)

#### Sec. 14-8. Permits and fees.

(a)

*Permit and fee requirements.*

(1)

All permanent signs permitted under this chapter, including existing signs, shall require a permit and an annual renewal fee, except single-family subdivision entrance signs are exempt from the annual renewal fee.

(2)

All temporary signs requiring approval of the design review commission or the director of the department of economic and community development require a permit which shall be limited to a maximum of six months.

(3)

Permits for signs announcing openings shall be limited to a maximum of 60 days, and owners shall be required to furnish proof in writing of the need for permit renewal.

(4)

No sign shall be erected, altered or relocated without a permit, except as otherwise provided in this section. Electrical permits as required shall be obtained at the same time as the sign permit.

(b)

*Applications.* The permit application shall contain the location of the sign structure, the name and address of the sign owner and of the sign erector, drawings showing the design, location, materials, finishes and colors of the sign and such other pertinent information as the design review commission may require to ensure compliance with the ordinances and requirements of the city. Applications shall be on forms provided by the city.

(c)

*Fee.* Fees for sign permits shall be as fixed by the board of mayor and aldermen.

(d)

*Nullification.* A sign permit shall become null and void if:

(1)

The work for which the permit was issued has not been completed within a period of six months after the date of the permit;

(2)

The sign varies in any respect from the approved design or location.

(e)

*Permit exceptions.* The following operation shall not be considered as creating a sign and, therefore, shall not require a sign permit: repainting, cleaning and other normal maintenance to prolong the life of the sign as originally approved.

(Code 1986, § 17-8; Ord. No. 2008-02, § 1, 2-25-08)

#### Sec. 14-9. Administration.

(a)

*Enforcement.* The code enforcement officer is hereby authorized and directed to enforce all of the provisions of this chapter. Upon presentation of proper credentials, the code enforcement officer may enter at reasonable times any building, structure or premises in the city to perform any duty imposed upon him by this chapter.

(b)

*Appeals.* Any aggrieved person or any governmental officer, department, board or bureau may make an appeal to the board of mayor and aldermen to review the decision of the design review commission or the code enforcement officer at a regular meeting of the board not more than 30 days after the appeal. The board of mayor and aldermen, at the hearing, shall listen to all parties who desire to be heard and, after the hearing, shall approve or disapprove the application. Upon approval of the appeal, the code enforcement officer may issue the building permit forthwith, if the applicant has complied with all other codes, ordinances, regulations and procedures regarding building permits. The action of the board of mayor and aldermen in regard to the application, together with the report of the design review commission and/or the code enforcement officer, shall be entered in the minutes.

(c)

*Violations.* Any person violating any of the provisions of this chapter shall be deemed guilty of a misdemeanor. The owner of any sign, building or premises, or part thereof, where anything in violation of this chapter shall be placed, or shall exist, and any person who may have knowingly assisted in the commission of any such violation, shall be guilty of a separate offense.

(Code 1986, § 17-9)

**Cross reference**— Administration, ch. 2.

Secs. 14-10—14-30. Reserved.

## **ARTICLE II. PERMANENT SIGNS**

[Sec. 14-31. Generally.](#)

[Sec. 14-32. Single-family residential districts and two-family residential districts.](#)

[Sec. 14-33. Multifamily districts, planned unit developments, churches, public buildings, public and private schools, country clubs, institutions and public parks.](#)

[Sec. 14-34. Office districts, shopping center districts, neighborhood districts, general commercial districts, and technology corridor.](#)

[Sec. 14-35. Service stations.](#)

[Sec. 14-36. Office parks.](#)

[Sec. 14-37. Old Germantown \(OG\) district.](#)

[Sec. 14-38. Special permit in nonconforming property uses.](#)

[Sec. 14-39. Office subdivisions.](#)

[Secs. 14-40—14-60. Reserved.](#)

Sec. 14-31. Generally.

(a)

All signs permitted under this article chapter shall be subject to the approval of the design review commission, except for certain temporary signs per section 14-61 and 14-62 subject to the approval of the development director per [section 2-176.](#)

(b)

The following sign standards by districts in this article are intended to include every district in the city. The districts are as defined by the zoning ordinance and official zoning map. Only permanently located signs as described herein and as may be described under temporary signs will be permitted in each particular district, except for public signs and city, state and federal historic markers. Sections [14-33](#) (multifamily districts churches, public and private schools,); [14-35](#) (service stations); [14-36](#) (office parks) and [14-39](#) (office subdivision) are not organized by district, but by land use.

**(c)**

If any district is omitted from this chapter, or if a new district is created after the enactment of this chapter, no signs shall be permitted therein until this chapter is amended to include the new district.

**(d)**

Signs lawfully existing in areas annexed after the passage of this chapter may be continued for a period of six months from the date of annexation, provided that they are properly maintained. Within three months after the date of annexation all signs in the newly annexed area shall be submitted to the design review commission for review. At the end of the six-month period, any sign not in conformance with this chapter

shall be removed by the owner, agent or person having beneficial use of the structure or land on which the sign is located. Except for the provisions relating to annexed areas, permanent signs which were lawful before this chapter and/or amendments thereto were adopted but which now would not be permitted under the terms of this chapter, shall have a period of one year in which to conform to applicable regulation however, this provision shall not apply to traffic directional signs as described in this chapter. See [section 14-7\(d\)](#) for removal.

**(e)**

Decals, numerals, names, addresses, hours, credit information, etc., attached to doors or windows and all of which occupy a total area of one square foot or less are excluded from this chapter.

**(f)**

For permits and fees, refer to [section 14-8](#)

(Code 1986, § 17-26; Ord. No. 2008-1, 2-25-08; Ord. No. 2009-17, 11-23-09; Ord. No. 2010-9, 11-22-10)

**(f)**

Sec. 14-34. Office districts, shopping center districts, **general commercial districts and** neighborhood **commercial** districts ~~general commercial districts, and technology corridor.~~

(a)

*Generally.* This section shall apply to all districts designated by the zoning ordinance as O, O-C, O-51, **O-T**, SC-1, C-1 and C-2 except that any properties on which the business is located is solely engaged in the retail petroleum and petroleum products business (service stations) shall conform to [section 14-35](#), and any office parks shall conform to [section 14-36](#)

(b)

*Allowable signs.* Allowable permanent signs in the O, O-C, O-51, **O-T**, SC-1, C-1 and C-2 districts are as follows:

(1)

A wall sign mounted parallel to a building wall is permitted, provided that the wall contains the major entrance for public entry of the occupant and faces a public street **or customer parking lot**. The following signs may also be allowed with the approval of the design review commission, provided that such additional signs do not result in a total area of signage in excess of that allowed under subsection (c)(1) of this section:

a.

A wall sign on another wall of an occupant's premises in lieu of or in combination with a sign on a wall containing a major exterior entrance;

b.

More than one wall sign, when there is more than one major entrance; provided, however, that such additional sign is on a wall facing a public street or customer parking lots and containing a major entrance, and provided that any such sign ~~facing~~ **does not face abutting parking lots is not apparent from** residential areas;

c.

Signs on doors, windows or awnings.

(2)

Ground-mounted signs shall be for project, building or tenant identification only in lieu of or in combination with wall signs.

(3)

"Big box" permanent tenant identification wall signs in C-2 and SC-1 zoned areas for individual tenants of 100,000 square feet of gross floor area or more, with a minimum 350 linear feet of building wall on which the sign is to be erected, where a single logo is the primary sign element, shall be limited to one wall sign per street frontage where the property fronts on a major road or collector street.

(4)

Permanent project signs in SC-1 zoned areas shall be limited to one sign per project. Permanent project signs in commercial zones (C-1 and C-2) for development of two acres or more under single ownership and office zones (O, **O-C**, O-51, and **O-C O-T** ~~within the technology corridor~~ for developments of 50 acres or more under single ownership shall be by special permit if recommended by the design review

commission. Permanent project signs in office zones (O, **O-C**, O-51 and **O-C O-T**) ~~within the technology corridor~~ for developments of 50 acres or more shall be limited to one sign per street frontage on a major road.

(5)

Traffic directional signs shall be as approved by the design review commission.

(6)

Exterior directories shall be allowed, provided that:

a.

In any project where one or more tenants does not have an exterior entrance or does qualify for an exterior sign, the building shall qualify for a directory. In addition, any retail project with two or more tenants shall qualify for a directory.

b.

The purpose of the directory shall be for customer convenience, direction and safety.

c.

The number of directories shall be limited to one for each main entrance to the building or project.

(7)

Changeable copy signs are permitted for secondary schools, and churches. See [section 14-33\(b\)](#).

(8)

Pump use directions, federal and state pumps, octane ratings and no smoking signs as required by federal, state and local authorities shall be allowed for businesses engaged in the sale of petroleum and petroleum products in combination with any substantial retail sales (i.e., convenience stores or drive-in groceries).

(9)

*Medical office signs:* For projects and buildings in which at least 50 percent of the gross floor area is dedicated to medical services as defined in [section 23-2](#), medical office signs are allowed. Ground-mounted medical office signs shall be characterized by uniform design, color, and content. If medical office sign applications meet the parameters as set out in this subsection, they may be administratively approved by the director of community development. Medical office signs for buildings and projects that have less than 50 percent of the gross floor area dedicated to medical services may be permitted after application to and approval by the design review commission. For buildings and projects in which at least 50 percent of the gross floor area is dedicated to medical services located within office parks, as defined in [section 14-36\(a\)](#), of this chapter, medical office address signs as defined below shall be the only medical office signs permitted. All other signage on these sites shall be governed by the office district and office parks sign provisions; sections [14-34](#) through [14-36](#), as appropriate.

Medical office signs shall be permitted in the following forms:

a.

Medical office monument signs shall be permitted in lieu of ground-mounted signs as defined in [section 14-34\(b\)\(2\)](#). Medical office monument signs shall not be permitted on sites with medical office address signs.

b.

Medical office address signs: For sites with pre-existing signage, one medical office address sign shall be permitted for each building, provided that the building has direct access to a public roadway. Medical office address signs shall not be permitted on sites with medical office monument signs.

c.

Medical office wall signs: Medical office wall signs are permitted per [section 14-34\(b\)\(1\)](#).

(10)

Permanent project directory signs:

a.

Planned shopping centers having 20 or more acres of land area and 200,000 or more square feet of gross building area are permitted either: i) one major retail center project directory sign on each street frontage on which stores have customer entrances; or ii) one major retail center project directory sign, plus, one on each additional street frontage on which stores have customer entrances. one medium retail center project directory sign listing retail tenants;

b.

Planned shopping centers having more than eight, but less than 20, acres of land area and more than 70,000, but less than 200,000, square feet of gross building area are permitted one medium retail center project directory sign per street frontage per street, provided on which stores have customer entrances.

*Size.* The size of permanent signs in the O, O-C, O-51, **O-T**, SC-1, C-1 and C-2 districts shall be as follows:

(1)

Wall signs shall have a maximum total sign area of 50 square feet, or ~~one-half~~ **1.5** square ~~foot~~ **feet** for each lineal foot of building wall or lease space on which the sign is erected whichever results in the smaller sign area, **with a maximum area of 100 square feet for tenant spaces of 10,000 sq. ft. or more, as described below. Signage shall not occupy more than 75% of the center portion of the horizontal lease space. Tenant signs must fit within designated sign band areas on building. Maximum lineal width of the sign is 75% of the lease space. Letter height will be limited to the maximum heights as follows:**

<b>Tenant Space: 0-2,500 sq. ft.</b>	<b>= 24" maximum sign height</b>
<b>2501 - 5000 sq. ft.</b>	<b>= 30" maximum sign height</b>
<b>5,001 - 10,000 sq. ft.</b>	<b>= 36" maximum sign height</b>
<b>10,000 and above</b>	<b>= are allowed a sign area equal to 50 sq. ft. plus one square foot of sign area for each three feet of horizontal distance of the tenant lease space above 100 feet, up to a maximum area of 100 sq. ft. The horizontal lease space distance shall be measured at the portion of wall on which the sign is to be located.</b>

**Single or multiple tenant names, including logos, shall be erected within the above referenced maximum sign height. Square footage for retail or office tenant names shall be measured as a block drawn around the entire name.** Where frontage is on more than one street, only the signs **area** computed with the frontage of that street shall face that street.

(2)

Ground-mounted signs shall meet the following requirements:

a.

Single-faced, ground-mounted signs shall not exceed the lesser of 50 square feet or ~~one-half~~ **0.5** square foot for each lineal foot of the premises or leased space of the occupant that faces the public street that the sign faces.

b.

Double-faced, ground-mounted signs shall not exceed a sign area total of both faces of the lesser of 100 square feet or one square foot for each lineal foot of the premises or leased space of the occupant that faces the public road from which the double-faced sign is visible.

c.

Notwithstanding the provisions of subsections (c)(2)a and (c)(2)b of this section, where additional signs are permitted by the design review commission under subsection (b)(1) of this section, or where a ground-mounted sign is used in lieu of or in combination with one or more wall signs, the total area of all such signs shall not exceed the allowable sign area for one wall sign as provided under subsection (c)(1) of this section.

(3)

"Big box" buildings which exceed the minimum yard requirements set forth in [section 23-407](#) (C-2) and [section 23-438](#) (SC-1) shall be allowed a permanent tenant identification sign area equal to 50 square feet plus one square foot of sign area for each three feet of horizontal distance in excess of the minimum yard requirement. The sign shall be measured at the portion of the wall on which the sign is to be located. In no case shall the sign exceed 130 square feet in total area.

(4)

Permanent project signs shall not exceed 50 square feet per face per street frontage, and the total sign area shall not exceed 200 square feet.

(5)

Directories shall not exceed the following sizes:

a.

Twelve and one-half square feet per face and total directory area shall not exceed 25 square feet when located within 75 feet of any public right-of-way.

b.

Twenty-five square feet per face and total directory area shall not exceed 50 square feet when located 75 feet or more from public right-of-way.

(6)

Traffic directional signs shall not exceed a maximum total area of 128 square inches per face, eight inches by 16 inches, with a maximum of two faces per sign, not to exceed a total of 256 square inches. Such signs shall not exceed 20 inches above the existing grade.

(7)

*Medical office signs.*

a.

Medical office monument signs shall be two feet, eight inches in height and a maximum of 11 feet in length. The two-foot, eight-inch height does not include a required 15-inch base. The width of the sign shall be between ten and 12 inches. Please refer to Figure A for further details.

b.

Medical office address signs shall be two feet, eight inches in height and three feet in length and shall not be included in a site's total signage allowance. The two-foot, eight-inch height does not include a required 15-inch base. The width of the sign shall be between ten and 12 inches. Please refer to Figure B for further details.

c.

The size of medical office wall-mounted signs shall adhere to the provisions of [section 14-34\(c\)\(1\)](#). Any ground-mounted signs on site, including medical office address signs, shall be included in the calculation of the allowable size for wall-mounted signs for sites not located in office parks.

(8)

*Permanent project directory signs:*

a.

Major retail center project directory sign shall not exceed 18 feet in height and 130 square feet in total sign area, with a maximum of 60 square feet devoted to directory purposes. The name of the shopping center shall be the primary element of the sign. Individual tenant signs within the directory shall not exceed 15 square feet with a maximum letter height of 14 inches.

b.

Medium retail center project directory signs shall not exceed ten feet in height and 120 square feet in total sign area, with a maximum of 72 square feet to directory purposes. The height of the letters composing the name of the shopping center shall be larger than the letters of the tenant names. Individual retail tenant signs within the directory shall have a minimum letter height of six inches. All tenant names on the project directory sign shall all be uniform in height. Smaller lettering for products or services provided by individual tenants is permitted if used in conjunction with the name of the tenant. Corporate fonts are permitted for individual tenant names. In situations where a retail center has frontage on more than one street, and more than one project directory sign is permitted, only one of the project directory signs may be 10 feet in height, and 120 square feet in area. Any additional signs shall not exceed six feet in height and 36 square feet in area.

(d)

*Location.* The location of permanent signs in the O, O-C, O-51, **O-T**, SC-1, C-1 and C-2 districts shall be as follows:

(1)

Wall signs shall be face-mounted on the building wall unless approved otherwise by the design review commission. Wall-mounted signs shall not project more than 12 inches from the face of the building. Signs shall not project above the roofline unless incorporated in the roof design and only if approved by the design review commission.

(2)

For ground-mounted signs, where the building setback is 40 feet or less, the sign shall be placed within ten feet from the front face of the building. Where the building setback is more than 40 feet, the sign location shall not be less 30 feet from the face of the curb or the edge of the pavement of any street. The height of the sign shall be a maximum of six feet, as measured from surrounding grade. Where a sign is orientated parallel to the street and is three feet or less in height, the design review commission may allow a setback of less distance than the above requirement.

(3)

Permanent project signs shall be located a minimum of 60 feet from any street right-of-way or property line. The height of the sign shall be a maximum of 18 feet, as measured from the surrounding grade.

(4)

Directories shall be located either behind the main building line or a minimum of 75 feet from any public right-of-way. Directories shall not be apparent from a public street. The height of a directory shall be a maximum of six feet, as measured from the surrounding grade.

(5)

Traffic directional signs shall be located a minimum of one foot from the right-of-way (existing and/or proposed, whichever is greater) of any street.

(6)

Medical office monument and address signs shall be placed perpendicular to the roadway at a distance of six feet from the right-of-way. The location of medical office wall-mounted signs shall adhere to the provisions of [section 14-34\(d\)\(1\)](#).

(7)

Permanent project directory signs:

a.

Major retail center project directory sign shall be located a minimum of 60 feet from the curb of the major street and a minimum of 30 feet from the curb of a collector street or curb of an entrance drive.

b.

Medium retail center project directory sign shall be located a minimum of 20 feet from the street curb.

(e)

*Content.* The content of permanent signs in the O, O-C, O-51, **O-T**, SC-1, C-1 and C-2 districts shall be as follows:

(1)

Wall signs shall contain the name of the business and with approval by the design review commission may include the address, hours, dates, instructions and primary products and services.

(2)

Ground-mounted signs shall contain the name of business and with the approval of the design review commission may include the address, hours, instructions, and primary products and services.

(3)

"Big box" permanent tenant identification wall signs shall contain the name of the business and a single corporate logo. The logo shall not exceed 80 percent of the allowable signage.

(4)

Permanent project signs shall be limited to the name and address of the project, **and** the name and phone number of the leasing management company, and land use type.

(5)

Signs indicating "open tonight" may be allowed at the discretion of the design review commission in SC-1 zones only.



(6)

Project, tenant or product identification will not be allowed on traffic directional signs within any project or development, unless the design review commission agrees such identification is essential to directing traffic.

(7)

The content of signs shall be composed of letters, numbers, and such logos as are not prohibited by [section 14-4](#) and which are approved by the design review commission, provided that the following restrictions shall also apply:

a.

The name of the business, which may only appear once on the sign, and the address, hours, instructions, and primary products and services, as approved by the design review commission, shall be composed of letters and/or numbers; and a letter or number that is written or drawn in such a manner that in addition to representing the letter or number itself connotes an object or part thereof, other than a letter or number, shall not be considered a "letter" or "number" for the purposes of this subsection (e).

b.

All other content of a sign shall, for the purposes of this subsection (e), be considered a logo and the area on the face of the sign that may be covered by a logo shall not exceed ten percent of the allowable sign area, provided, however, that any border of a sign that is considered by the design review commission to be in proportion to the size of a sign shall not be considered to be a logo or part thereof for the purpose of this subsection (e).

c.

In no case may more than one logo be used on a sign. A maximum of three logos may be permitted on a storefront containing a major entrance for public entry to a business but not elsewhere, provided that the combined total area of all logos on the walls containing such major entrances shall not exceed the allowable sign area for the premises of the occupant. The location of a logo on a wall containing a major entrance as aforesaid (other than on a sign face approved by the design review commission) shall be specifically approved by the design review commission.

d.

The name of the business shall be the primary element of a sign. A logo (if any) shall appear as a secondary element of a sign, subordinate to the primary element of a sign.

(8)

Exterior directories shall be limited to the following:

a.

Building identification and address. The building address shall be plainly visible and legible from the street or roadway as required by the 1994 Standard Fire Prevention Code.

b.

Tenant name and location.

c.

Building location map as approved by the design review commission.

d.

Building identification letters shall not exceed three inches, and tenant identification letters shall not exceed 2½ inches. Building address numbers shall be sized according to the following chart:

Distance Between Directory and Street or Roadway (in feet)	Minimum Height of Numbers
0—100	3 inches
101—150	4 inches
151—200	6 inches
201—250	

8 inches  
251—325  
10 inches  
326—400  
12 inches  
> 400

To be determined  
on a case-by-case  
basis

e.  
Each tenant listed shall occupy the same size and shape space.

(9)  
For changeable copy signs for secondary schools, and churches. see [section 14-33\(e\)](#).

(10)  
Traffic directional signs shall indicate "enter" - "exit" only. Letters should be light in color on a dark background and not exceed 3½ inches in height.

(11)  
*Medical office signs.*

a.  
Medical office monument signs shall include either the name of the building, project, or medical tenants, or a combination thereof; a caduceus; and address numbering. Multiple tenant names shall only be permitted for buildings and projects with more than one medical tenant. Building, project, tenant names; address numbering; and the caduceus and circle shall be dark bronze colored. The sign shall be constructed of formed concrete colored buff grey with grey mortar, placed on a 15-inch base. The 15-inch base shall consist of a ten-inch formed concrete foundation colored buff grey with grey mortar with a five-inch brick band above. The brick band **or brick base** shall match the brick of the building that the sign is identifying. The two-thirds of the sign closest to the building shall include the name of the building, project, or tenants. The one-third of the sign closest to the roadway shall include the address numbering and caduceus. Address numbering shall be a maximum ten inches in height and 30 inches in total width and placed three inches from the top of the sign. Multiple address numbers shall be hyphenated rather than listed; e.g., 6301-03 rather than 6301 6303. The caduceus shall be ten inches in height, located within a dark bronze circle and placed three inches below the address numbering. All lettering and numbering on the sign shall be in Arial Bold typeface. All tenant names on a sign shall be of a uniform size. Refer to Figure A for further details. Building, project, or tenant lettering shall be sized as follows:

i.  
For signs with one line of project, building, or tenant identification, letters shall be a maximum of ten inches in height and 30 inches in total width and placed three inches from the top of the sign.

ii.  
For signs with two lines of project, building, or tenant identification, letters shall be a maximum of six inches in height, with a minimum six-inch separation between lines of text.

iii.  
For signs with three or four lines of project, building, or tenant identification, letters shall be a minimum of four inches in height, with a minimum of four inches of separation between lines of text and placed a minimum of two inches from the top and bottom of the sign face. Signs may not exceed four lines of tenant name text.

b.  
Medical office address signs shall be composed of dark bronze-colored address numbering ten inches in height and 30 inches in total width and placed three inches below the top of the sign. Address numbering shall be in Arial Bold typeface. Multiple address numbers shall be hyphenated rather than listed; e.g., 6301-03 rather than 6301 6303. A dark bronze-colored caduceus shall be ten inches in height and placed three inches below the address numbering. The sign shall be constructed of formed concrete colored buff grey with grey mortar, placed on a 15-inch base. The 15-inch base shall consist of a ten-inch formed

concrete foundation colored buff grey with grey mortar with a five-inch brick band above, The brick hall match the brick of the building that the sign is identifying. Please refer to Figure B for further details.

c.

The content of medical office wall-mounted signs shall adhere to the provisions of [section 14-34\(e\)\(1\)](#).

(12)

Permanent project directory signs:

a.

Major retail center project directory sign content shall be limited to the name of the retail center, the names and logos of tenants having a minimum of 20,000 square feet of gross floor area, and the name and phone number of the leasing management company and land use type. The retail center name shall compose the primary element of the sign, in terms of placement and size.

b.

Medium retail center project directory sign content shall be limited to the name of the retail center, the name and phone number of the leasing management company and land use type, and the names and logos of tenants that are either 1) 100 feet or more from a major road right-of-way, or 2) with no direct sight line from the nearest major road due to the placement of an outparcel building, topographic conditions or major vegetation (trees).

(f)

*Materials and illumination:*

(1)

Material.

a.

Major retail center project directory sign. The sign base, sides and cap shall blend normally into the surrounding area with material that is similar in composition, texture and color, to the dominant material of the public frontage of the retail center building and subject to the approval of the Design Review Commission. The sign letters shall be metal. The background of the area containing the center and tenant names shall be masonry or metal.

b.

Medium retail center project directory sign. The sign base, sides and cap shall blend normally into the surrounding area with material that is similar in composition, texture and color, to the dominant material of the public frontage of the retail center building and subject to the approval of the Design Review Commission. The sign letters may be either metal, or opaque or translucent polycarbonate thermoplastic a minimum of 3/16-inch thick. The background of the area containing the center and tenant names shall be masonry or metal with a dark or blackened finish.

(2)

Illumination.

a.

Major retail center project directory sign. The sign may be illuminated, either by external lighting or backlighting.

b.

Medium retail center project directory sign. External or internal illumination is permitted. Internal illumination shall be by fluorescent lamps or light emitting diode (LED) with a maximum of 12.0 foot-candles measured five feet directly in front of the sign face, with an opaque exterior facing of a dark color that will create a reverse engraved effect, unless approved otherwise by the design review commission. (Code 1986, § 17-29; Ord. No. 2002-9, 8-26-02; Ord. No. 2004-5, 3-22-04; Ord. No. 2005-19, §§ 1—4, 11-28-05; Ord. No. 2007-4, 3-26-07; Ord. No. 2007-5, 3-26-07; Ord. No. 2008-3, 2-25-08; Ord. No. 2009-17, 11-23-09; Ord. No. 2011-05, 7-25-11; Ord. No. 2011-09, 10-10-11)

Sec. 14-35. Service stations.

(a)

General. This section shall apply to only those properties solely engaged in the retail petroleum and petroleum products business.

(b)

Allowable signs. Allowable permanent signs in service stations shall be as follows:

(1)

One ground-mounted or wall-mounted brand identification sign per street frontage.

(2)

One non-illuminated permanent, price sign per street manual.

(3)

Two non-illuminated self-service or full-service signs per pump island.

(4)

Federal and state stamps, octane readings, pump use directions, no smoking signs as required by federal, state and local authorities.

(5)

Temporary signs as approved by the design review commission.

(c)

Size. The size of permanent signs in service stations shall be as follows:

(1)

Brand identification signs as follows:

a.

Wall signs shall have a maximum total sign area of 50 square feet, or one-half square foot for each lineal foot of building frontage on a public street, whichever results in the smaller sign area.

b.

Ground-mounted signs shall be limited to a maximum of 40 square feet per face.

(2)

price signs shall have a maximum total sign area of 16 square feet and no more than ten square feet per face,.

(3)

Self-service signs and/or full-service signs shall have a maximum total area per sign of 160 square inches.

(4)

Federal and state stamps, octane ratings, pump use directions, no smoking signs and other mandatory signs and stamps shall be as required by the governing authority.

(d)

*Location.* The location of permanent signs in service stations shall be as follows:

(1)

Brand identification signs as follows:

a.

Wall signs shall be face-mounted on the building wall unless approved otherwise by the design review commission. Wall-mounted signs shall not project more than 12 inches from the face of the building. Signs shall not project above the roofline or be mounted on any part of the roof.

b.

Ground-mounted signs shall be setback a minimum of 30 feet from the face of the curb or the edge of the pavement of any street pavement or. The height of the sign shall be a maximum of six feet as measured from surrounding grade. Where a sign is orientated parallel to the street and is three feet or less in height, the design review commission may allow a setback of less distance than the above requirement.

(2)

**Non-flashing fuel** price signs shall be set a minimum of ten feet from the face of the curb or the edge of the pavement of any street and in all cases behind the sidewalk and no closer than 60 feet from any two intersecting street faces of curbs or edges of pavement. The total height of the sign shall not exceed four feet, as measured from surrounding grade.

(3)

Self-serve signs shall be located on the ends of the pump islands with the sign face perpendicular to the street right-of-way. They are to be affixed to canopy support poles, end-pumps or affixed to the canopy. Self-service signs are to be located at a height not to exceed seven feet, as measured from surrounding grade.

(4)

All no smoking signs, federal and state stamps, octane ratings and pump use directions shall be placed on the body of the gasoline pump.

(e)

*Contant.* The content of permanent signs in **service stations** shall be as follows:

(1)

Brand identification signs shall contain only the accepted logo or brand name.

(2)

Price signs shall identify fuel products only, cash, self-serve and/or full serve. Letters and/or numbers on price signs shall be a maximum of ten inches in height but not less than three inches in height. The background shall be dark and the letters light in color.

(3)

Trim, to include company slogans, the use of decorative logos or trademarks, and striping shall be located and be of such size and content as approved by the design review commission.

(4)

All lighted exterior signs shall be extinguished when the service station is not open for public business.

(5)

Self-service signs and full-service signs shall have a maximum letter height of three inches. The backgrounds shall be dark and the letters light in color.

(Code 1986, § 17-30)

Sec. 14-36. Office parks.

(a)

*Generally.* This section shall apply to all office parks. Office parks are defined as follows: A property intended and designed as a unit for occupancy by several tenants requiring office space as opposed to space for retail or other uses, and having drives, parking areas and other facilities as may be needed by such tenants.

(b)

*Allowable signs (office parks only).* The following permanent signs shall be allowed in office parks:

(1)

*Building identification signs.* A building identification sign mounted flat against the building wall, provided that such wall contains the main entrance. More than one wall sign may be allowed with approval of the design review commission when there is more than one main entrance.

(2)

*Tenant identification signs.* A tenant identification sign, mounted on the wall or door, provided that the tenant has main exterior entrance.

(3)

*Ground-mounted office park identification signs.* One ground-mounted sign shall be allowed per project, except that where the project fronts on two or more major streets, a ground-mounted sign shall be allowed for each street frontage, provided that the project has a major traffic entrance on each street where a sign is erected.

(4)

*Entryway structure office park identification signs.* Entryway structure office park identification signs may be allowed in lieu of ground-mounted identification signs for developments that contain two acres or more. Such signs shall be architecturally designed as an integral part of an entryway structure for the office park.

(5)

*Exterior directories.* Exterior directories shall be allowed, provided that:

a.

The office park contains two or more buildings.

b.

The purpose of the directory shall be for customer convenience, direction and safety.

c.

The number of directories shall be limited to one for each main entrance to the office park.

(6)

*Traffic directional signs.* Traffic directional signs shall be allowed, as approved by the design review commission.

(c)

*Size (office parks only).* The size of permanent signs in office parks shall be as follows:

(1)

*Building identification signs.* The maximum area of a building identification sign shall be three square feet.

(2)

*Tenant identification signs.* The maximum sign area of a tenant identification sign shall be 432 square inches.

(3)

*Ground-mounted office park identification signs.* Ground-mounted office park identification signs shall not exceed 50 square feet per face, and the total area of all faces of each sign shall not exceed 100 square feet. Where more than one sign is allowed, each sign shall be allowed a maximum of 50 square feet per face, with a maximum total of 100 square feet.

(4)

*Entryway structure office park identification signs.* The total sign area of all sign faces on an entryway structure shall not exceed a maximum of 25 square feet. Such maximum square footage may be divided to place a portion on each side of entryway if desired. Where more than one sign is allowed, each sign shall be allowed a maximum of 25 square feet.

(5)

*Exterior directories.* Exterior directories shall not exceed the following sizes:

a.

Twelve and one-half square feet per face and the total directory area shall not exceed 25 square feet when located closer than 75 feet to any public right-of-way.

b.

Twenty-five square feet per face, and the total directory area shall not exceed 50 square feet when located 75 feet or more from the public right-of-way.

(6)

*Traffic directional signs.* Traffic directional signs shall not exceed a maximum total area of 128 square inches per face with a maximum of two faces per sign, not to exceed a total of 256 square inches. Such signs shall not exceed 20 inches in height above the existing grade.

(d)

*Location (office parks only).* The location of permanent signs in office parks shall be according to the following:

(1)

*Building identification signs.* Building identification signs shall be mounted flat against the building wall unless approved otherwise by the design review commission. The top of the sign shall not be higher than six feet above the main entrance elevation unless approved otherwise by the design review commission. Wall-mounted signs shall not project more than four inches from the face of the building.

(2)

*Tenant identification signs.* Tenant identification signs shall be mounted flat against the tenant's entrance door or on the wall directly adjacent to the door. A wall sign shall be located so that the nearest edge of sign is no further than 12 inches from the door opening. The top of the sign shall not be higher than six feet above the main entrance elevation unless approved otherwise by the design review commission.

(3)

*Ground-mounted office park identification signs.* Ground-mounted office park identification signs shall not be less than 30 feet from the face of the curb or the edge of the pavement of any street. The height of the sign shall not exceed six feet above the surrounding grade. Where a sign is orientated parallel to the street and is three feet or less in height, the design review commission may allow a setback of less distance than the above requirement.

(4)

*Entryway structure office park identification signs.* Entryway structure office park identification signs shall not be less than 30 feet from the face of the curb or the edge of the pavement of any street when the sign is located on an architecturally designed entryway. The maximum height of the entryway and/or sign shall not exceed six feet. Where a sign is located on an entryway structure three feet in height or less and oriented parallel to the street, the design review commission may allow a setback of less distance than the above requirement, provided that no sign or sign structure is located closer than 15 feet from the face of the curb or the edge of the pavement of any street.

(5)

*Exterior directories.* Exterior directories shall be located a minimum of 75 feet from any public right-of-way except that they may be closer when completely screened from the street. The height of the directory shall not exceed six feet above the surrounding grade.

(6)

*Traffic directional signs.* Traffic directional signs shall be located a minimum of one foot from the right-of-way (existing and/or proposed, whichever is wider) of any street.

(e)

*Content.* The content of permanent signs in office parks shall be as follows:

(1)

Building identification signs shall be limited to the identification of the building and its address. Tenant names will not be allowed on building identification signs.

(2)

Tenant identification signs shall be limited to the name of the business, address and hours.

(3)

Ground-mounted office park identification signs shall be limited to the name and address of the office park, and the name and telephone number of the owner or agent. Tenant names will not be allowed on office park identification signs. The name and telephone number of the owner or agent shall be a secondary element of the sign, with the office park name being the primary element. The letters used for the owner/agent information shall not exceed four inches in height and shall be of the same or similar color as the letters used in the development name.

(4)

Entryway structure office park identification signs shall be limited to the name and address of the office park, and the name and telephone number of the owner or agent. Tenant names will not be allowed on office park identification signs. The name and telephone number of the owner or agent shall be a secondary element of the sign, with the office park name being the primary element. The letters used for the owner/agent information shall not exceed four inches in height and shall be of the same or similar color as the letters used in the development name.

(5)

Exterior directories shall be limited to the following:

a.

Office park identification and address.

b.

Building location map as approved by the design review commission.

c.

Tenant names and locations.

d.

Building identification letters shall not exceed three inches, and tenant identification letters shall not exceed three inches.

e.

Each tenant listed shall occupy the same size and shape space on the sign.

(Code 1986, § 17-31; Ord. No. 2004-9, 8-9-04)

Sec. 14-37. Old Germantown (OG) district.

(a)

*Generally.* The Old Germantown (OG) district is unique through its development as the original center for the city. It possesses tradition, charm and character, and serves as a visible reminder of the cultural and historical development of the city. It is the intent of this section to preserve and enhance the elements of the quaint, historical and traditional nature of the village center through the design of the signs located in the OG district.

(b)

*Allowable signs.* Allowable signs in the OG district shall be as follows:

(1)

A wall sign face mounted on the building wall, provided that the wall contains the main entrance and storefront of the business or occupant and faces a public street. The following wall signs may also be allowed with the approval of the design review commission:

a.

Sign on the other wall of the occupant in lieu of or in combination with a sign on a wall containing a main exterior entrance.

b.

More than one sign when there is more than one entrance.

c.

Sign placed on walls containing a main entrance facing customer parking lots not apparent from residential areas.

(2)

Ground-mounted sign for project, building or tenant identification.

(3)

Traffic directional signs as approved by the design review commission.

(4)

Exterior directories shall be allowed, provided that:

a.

In any project where one or more tenant does not have an exterior entrance or does not qualify for an exterior sign, the building shall qualify for a directory.

b.

The purpose of the directory shall be for customer convenience, direction and safety.

c.

The number of directories shall be limited to one for each main entrance to the building.

(5)

A projecting sign, perpendicular or parallel to the building wall, in situations where it is demonstrated that the sign is appropriate to the architectural character or historic context of the building. Artistic design and content may be allowed. Projecting signs shall serve in lieu of a wall and ground-mounted sign. Each façade facing a street or parking area and containing a public entrance is allowed one sign, which may consist of a maximum of three blades. Projecting signs may only be illuminated by external spotlights.

(c)

*Size.* The size of permanent signs in the OG district shall be as follows:

(1)

*Wall signs.* A maximum total wall sign area up to 12 square feet. Where frontage is on more than one street, a sign shall be permitted on each building wall facing a street.

(2)

*Ground-mounted signs.* Ground-mounted signs in lieu of wall signs shall not exceed 12 square feet per face, and the total sign area shall not exceed 24 square feet total of all faces. The maximum sign area shall be limited to five square feet of sign area per face for signs located 15 feet from the face of the curb or the edge of the pavement. The maximum sign area for those signs located between 15 feet and 30 feet from the curb or the edge of the pavement shall be based on one square foot per each two feet of setback with a maximum of 12 square feet per face. The maximum sign area shall be limited to 12 square feet of sign area per face for signs located 30 feet or more from the face of the curb or the edge of the pavement.



(3)

*Directories.* Directories shall not exceed 7½ square feet per face, and the total directory area shall not exceed 15 square feet.

(4)

*Traffic directional signs.* Traffic directional signs shall not exceed a maximum total area of 128 square inches per face (eight inches by 16 inches) with a maximum of two faces per sign, not to exceed a total of 256 square inches. Such signs shall not exceed 20 inches above the existing grade.

(5)

*Projecting signs.* Projecting signs shall be proportional to the building and the façade on which it is proposed. The size of the sign is subject to design review commission approval, but shall not exceed 4 square feet per face per blade, and the total sign area shall not exceed 16 square feet (See Figure 1).

(d)

*Location.* The location of permanent signs in the OG district shall be according to the following:

(1)

*All signs.* All wall signs, except projecting signs, shall be face mounted on the building wall and shall not project more than four inches from the face of the building unless approved otherwise by the design review commission. Signs shall not project above the roofline unless incorporated in the roof design and only if approved by the design review commission.

(2)

*Ground-mounted signs.* Where the building setback is 40 feet or less, the ground-mounted sign shall be placed within ten feet from the front face of the building. A ground-mounted sign shall not be located less than 15 feet from the edge of the pavement. Where the building setback is more than 40 feet, the sign location shall not be less than 30 feet from the face of the curb or the edge of the pavement of any street. The height of the sign shall be a maximum of four feet, as measured from the surrounding grade. Where a sign is oriented parallel to the street and is three feet or less in height, the design review commission may allow a setback of less distance than the above requirement.

(3)

*Directories.* Directories, except when incorporated into a projecting sign, shall be located either behind the main building or within ten feet of the front building line upon approval of the design review commission. Directories shall be completely screened from the street as approved by the design review commission. The height of the directory shall be a maximum of four feet, as measured from the surrounding grade.

(4)

*Traffic directional signs.* Traffic directional signs shall be located a minimum of one foot from the right-of-way (existing and/or proposed, whichever is greater) of any street.

(5)

*Projecting signs.* Projecting signs shall be located on the building wall, in close proximity to the main public entrance and a minimum of seven feet above the finished grade. Signs shall not extend above the principal building wall and may extend a maximum of four feet from the building wall. The exact location shall be subject to approval of the design review commission.

(e)

*Content.* The content of permanent signs in the OG district shall be as follows:

(1)

Wall signs shall be limited to the name of the business, address, hours, dates, instructions, and primary products and services.

(2)

Ground-mounted signs shall be limited to the name of the business, address, hours, dates, instructions, and primary products and services.

(3)

Permanent project signs shall be limited to the name and address of the project. Tenant names shall not be allowed on permanent project signs.

(4)

Project, tenant or product identification will not be allowed on traffic directional signs within any project or development, unless the design review commission agrees such identification is essential to directing traffic.

(5)

Projecting signs shall be limited to the names of tenants/businesses and their primary products and services. The number of tenants/businesses listed shall be subject to design review commission approval. Multiple blades for tenant/business names and services may be used, subject to design review commission approval and provided that the scale of the sign is proportional to the building and façade.

(6)

The content of signs shall be composed of letters, numbers and such logos as are not prohibited by [section 14-4](#) and which are approved by the design review commission, provided that the following restrictions shall also apply:

a.

The name of the business, which may also appear once on the sign, and the address, hours, instructions, and primary products and services, as approved by the design review commission, shall be composed of letters and/or numbers; and a letter or number that is written or drawn in such a manner that in addition to representing the letter or number itself connotes an object or part thereof, other than a letter or number, shall not be considered a "letter" or "number" for the purposes of this subsection (e).

b.

All other content of a sign shall, for the purposes of this subsection (e) be considered a logo, and the area on the face of the sign that may be covered by a logo shall not exceed ten percent of the allowable sign area; provided, however, that any border of a sign that is considered by the design review commission to be in proportion to the size of a sign shall not be considered to be a logo or part thereof for the purpose of this subsection (e).

c.

In no case may more than one logo be used on a sign. A maximum of three logos may be permitted on a storefront containing a major entrance for public entry to a business but not elsewhere, provided that the combined total area of all logos on the walls containing such major entrances shall not exceed ten percent of the allowable area for the premises of the occupant. The location of a logo on a wall containing a major entrance as aforesaid (other than on a sign face approved by the design review commission) shall be specifically approved by the design review commission.

d.

The name of the business shall be the primary element of a sign. A logo, if any, shall appear as a secondary element of a sign, subordinate to the primary element of a sign.

(7)

Exterior directories shall be limited to the following:

a.

Building identification and address.

b.

Tenant name and location.

c.

Building identification letters shall not exceed three inches, and tenant identification letters shall not exceed three inches.

d.

Each tenant listed shall occupy the same size and shape space.

(8)

Traffic directional signs shall indicate "enter" - "exit" only. Letters should be light in color on a dark background and not exceed 3½ inches in height.

(Code 1986, § 17-32; Ord. No. 2011-05, 7-25-11; Ord. No. 2011-08, 10-10-11)

Sec. 14-38. Special permit in nonconforming property uses.

This section shall apply to all signs for any building or land use allowed under special permit or not conforming to the zoning ordinance provisions for the zone in which it is located. Special permits for signs on such properties shall be procured by application to the board of mayor and aldermen. Such application shall be accompanied by recommendation of the design review commission. In no case shall any sign located in a residential district be larger than 12½ square feet per face or a maximum of 25 square feet total of all faces. The height of ground-mounted signs shall not exceed six feet in height, as measured from the surrounding grade.

(Code 1986, § 17-33)

Sec. 14-39. Office subdivisions.

(a)

*Generally.* This section shall apply to all office subdivisions. Office subdivisions are defined as follows: one individual piece of property being divided into four or more lots with frontage on public streets, having uniform design features including, but not limited to, building design and materials, lighting, landscaping and signage. An office subdivision shall also be required to have a recorded set of covenants and/or restrictions which establishes a property owners' association. The covenants shall designate the maintenance of any common areas or features within the subdivision to the association.

(b)

*Allowable signs (office subdivisions only).* The following permanent signs shall be allowed in office parks:

(1)

A maximum of two wall-mounted signs for tenant identification are permitted per entrance to the building, provided that the wall contains the major entrance for public entry of the occupant. One wall sign per entrance is permitted for building identification. Wall-mounted tenant signs are not allowed in combination with wall-mounted building signs.

(2)

A ground-mounted sign for building identification is permitted in lieu of or in combination with the wall-mounted signs. An individual tenants name shall not be the sole element on a building identification sign.

(3)

A ground-mounted office subdivision identification sign is permitted by special permit if recommended by the design review commission.

(4)

Wall-mounted exterior directories shall be allowed adjacent to the entrances to the buildings for units which have more than two tenants. Wall-mounted tenant signs are not allowed in combination with directories.

(c)

*Size (office subdivisions only).* The size of permanent signs in an office subdivision, as defined above, shall be as follows:

(1)

A wall-mounted sign, for building or tenant identification, shall have a maximum of three square feet.

(2)

A ground-mounted sign, for building identification, shall be a maximum of 25 square feet per face.

(3)

A ground-mounted sign, for office subdivision identification, shall be a maximum of 35 square feet per face.

(4)

Directories shall be limited to nine square feet.

(d)

*Location (office subdivision only).* The location of permanent signs in an office subdivision as defined above, shall be as follows:

(1)

Wall-mounted building and tenant identification signs shall be mounted flat against the building wall, directly adjacent to the entrance doors.

(2)

Ground-mounted building identification signs shall not be located less than 30 feet from the face of curb. The height of the sign shall not exceed four feet above the surrounding grade.

(3)

Ground-mounted office subdivision identification signs shall not be less than 30 feet from the face of curb of any street. The height of the sign shall not exceed six feet above the surrounding grade.

(4)

Directories shall be mounted flat against the building wall, directly adjacent to the entrance doors.

(e)

*Content (office subdivision only).* The content of permanent signs in an office subdivision, as defined above, shall be as follows:

(1)

Wall-mounted tenant identification signs shall be limited to the name of the individual tenant.

(2)

Wall-mounted building identification signs shall be limited to the name of the building and its address. An individual tenants name shall not be the sole element on a building identification sign.

(3)

Ground-mounted building identification signs shall be limited to the name of the building, its address, and the name and telephone number of the owner or agent. An individual tenant's name shall not be the sole element on a building identification sign. The name and telephone number of the owner or agent shall be a secondary element of the sign, with the office park name being the primary element. The letters used for the owner/agent information shall not exceed four inches in height and shall be of the same or similar color as the letters used in the development name.

(4)

Ground-mounted office subdivision identification signs shall be limited to the name of the office subdivision, and the name and telephone number of the owner or agent. The name and telephone number of the owner or agent shall be a secondary element of the sign, with the office park name being the primary element. The letters used for the owner/agent information shall not exceed four inches in height and shall be of the same or similar color as the letters used in the development name.

(5)

Directories shall be limited to the name of the tenants within the building. Each tenant listed shall occupy the same size and shape space on the sign.

(Ord. No. 2000-9, 5-22-00; Ord. No. 2004-9, 8-9-04)

Secs. 14-40—

Chairman Saunders explained that in the executive session that it was agreed by all members present to use the language offered by Mr. Smith concerning the sign band. It reads as follows: “The sign band area means that portion of the store front that is identified by the owner or owner’s representative as the area designated for tenant identification wall sign and subject to the approval of the Design Review Commission, and is generally the horizontal wall area immediately over the store front”.

After much discussion concerning wall signs, Chairman Saunders called for a motion.

Mr. Smith moved to approve the amendment to read: “Wall signs shall have a maximum total sign area of 75 square feet, or one square foot for each lineal foot of building wall or lease space on which the sign is erected, whichever results in the smaller sign area, with a maximum area of 100 square feet for tenant spaces of 10,000 square feet or more, as described below. Tenant signs must fit within the designated sign band areas on a building. Maximum lineal width of the sign is 75% of the lease space. Additional sign area may be permitted, up to 1.5 square feet, for each lineal foot of building wall or lease space on which the sign is erected, with a maximum of 75 square feet in any case with the Design Review Commission

approval. Under Tenant Space, the tenants with 10,000 square feet and above are allowed a sign area equal to 75 square feet plus one square foot of sign area for each three square feet of horizontal distance of the tenant lease space above 100 feet, up to a maximum area of 100 square feet. The horizontal lease space distance shall be measure at the portion of wall on which the sign is to be located. Additional sign area may be permitted upon Design Review Commission approval up to a maximum area of 125 square feet of sign area”, and seconded by Mr. Walker.

**ROLL CALL:** Mr. Porter – Yes; Alderman Marcom –Yes; Mr. Smith – Yes; Mr. Sherman – Yes; Mr. Schmidt – Yes; Mr. Walker – Yes; Chairman Saunders – Yes.

### **MOTION ONE PASSED**

Chairman Saunders called for a motion for the modifications to the full ordinance.

Mr. Smith moved to approve all the other changes as noted in the staff reports listed on pages one through thirty-two and forwarded to the Board of Mayor and Alderman for their consideration and seconded by Mr. Walker.

**ROLL CALL:** Mr. Porter – Yes; Alderman Marcom –Yes; Mr. Smith – Yes; Mr. Sherman – Yes; Mr. Schmidt – Yes; Mr. Walker – Yes; Chairman Saunders – Yes.

### **MOTION TWO PASSED**

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### ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 7:07 p.m.